In re Patent Application of:
HAUGHLAND ET AL.
Serial No. **09/513,845**
Filed: **February 25, 2000**
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In the Claims:

        Please amend the above-identified application as
follows:

        Please cancel claims 34-41, 44, 54-61 and 64-78 as
withdrawn from consideration. Please also cancel claims 55 and
56 as they are dependent upon a claim 54 which has been
withdrawn from consideration and since no rejection has been
entered as to these claims. It appears, that claims 55 and 56
were intended to be grouped with claim 54 during the
restriction requirement process. The cancellation of claims
55 and 56 is without prejudice to asserting the same claims in
a divisional application

        Claim 1 (original) A method for inducing a contact
to invoke a resource prepared by a promoter on a network, the
method comprising:

        generating a resource location description for the
resource by the promoter, the

         resource location description including a name of
the contact;

        providing access to the resource at a location on
the network according to the resource 6 location description;
and

        notifying the contact about the resource location
description for the resource.

        Claim 2 (original) The method of claim 1, further
comprising tailoring content in the resource in

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response to the resource location description used to access the resource.

Claim 3 (original) The method of claim 1, said providing access to the resource at the location 2 comprising placing the resource at the location.

Claim 4 (original) The method of claim 1, said providing access to the resource at the location

comprising configuring an operating system to divert a request for the resource at the location 3 to a second location where the resource resides.

Claim 5 (original) The method of claim 1, wherein:

a request for the resource includes the resource location description; and the method further comprises generating content for the document dynamically in

response to the resource location description in the request.

Claim 6 (original) The method of claim 1, further comprising:

logging activity involving the resource; and

changing content in the resource in response to the activity logged.

Claim 7 (original) The method of claim 1, further comprising:

setting up a contact database; and

automatically retrieving the contact name from the contact database before said 4 generating the resource location description.

Claim 8 (original) The method of claim 7, further comprising repeating said steps of generating the

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resource location description, providing access, and notifying the contact for a plurality of 3 contacts from the contact database.

Claim 9 (original) The method of claim 1, wherein the resource location description is a universal 2

resource locator address.

Claim 10 (original) The method of claim 1, wherein:

the resource location description includes a directory name; and

said generating comprises using the contact name in the directory name.

Claim 11 (original) The method of claim 1, wherein:

the resource location description includes a host name; and

said generating comprises using the contact name in the host name.

Claim 12 (original) The method of claim 8, said generating further comprising making the resource

location description unique among a plurality of other resource location descriptions

corresponding to the plurality of contacts.

Claim 13 (original) The method of claim 12, said generating further comprising, if an original first name 2 of the name of the contact does not make the resource location description unique, changing the original first name to one of an initial and a nickname.

Claim 14 (original) The method of claim 12, said generating further comprising, if an original first name

of the name of the contact does not make the
resource location description unique, changing a connecting
character between the first name and a second name of the name
of the contact to at least one of a different connecting
character and a different number of the connecting character.

Claim 15 (original) The method of claim 12, said
generating further comprising, if an original name of the
contact does not make the resource location description
unique, adding additional characters based on other
information from the contact database associated with the
contact.

Claim 16 (original) The method of claim 7, said
generating further comprising, if an original name of the
contact includes a character prohibited for a resource
location description, c-hanging the prohibited character to an
allowed character.

Claim 17 (original) The method of claim 11, further
comprising updating a domain name file to include the host
name for use by a domain name server.

Claim 18 (original) The method of claim 1, further
comprising terminating access to the resource at the
location when a promotion associated with the
resource ends.

Claim 19 (original) The method of claim 1, further
comprising changing content in the resource when a promotion
associated with the resource reaches a predetermined stage.

Claim 20 (original) The method of claim 6, further
comprising repeating said notifying the contact when a
promotion associated with the resource reaches a predetermined

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stage and the activity logged is less than a predetermined
threshold of activity.

Claim 21 (original) The method of claim 20, wherein
the predetermined threshold of activity is one request for the
resource.

Claim 22 (original) The method of claim 20, wherein
the predetermined threshold of activity is one payment in
response to an offer presented by invoking the resource.

Claim 23 (original) The method of claim 8, said
generating further comprising making a subdomain name in the
resource location description unique among a plurality of
other document location descriptions corresponding to the
plurality of contacts and sharing a common higher level domain
name.

Claim 24 (original) The method of claim 8, said
generating further comprising, if a subdomain name in the
resource location description is not unique within one
higherlevel domain name, then using the subdomain name with a
different higher level domain name.

Claim 25 (original) The method of claim 2, said
tailoring further comprising including information
associated with the contact in a contact database
into the content of the resource.

Claim 26 (original) The method of claim 2, said
tailoring further comprising selecting alternative resource
content elements into the content of the resource
based on information associated with the contact in a contact
database.

Claim 27 (original) The method of claim 1, further comprising denying access to the resource if a request for the resource does not include a predetermined authentication.

Claim 28 (original) The method of claim 1, further comprising dynamically tailoring content in the resource in response to authentication in a request for the resource.

Claim 29 (original) The method of claim 6, further comprising launching a credit card purchase process in response to the activity logged.

Claim 30 (original) The method of claim 29, said launching a credit card purchase process further composing:

directing a user acting on the document to a secure socket layer server;

obtaining credit card information from the user by the secure socket layer server; and sending the credit card information to a fulfillment house from the secure socket layer over a virtual private network link.

Claim 31 (original) A method for inducing a contact to visit a web site prepared by a promoter, the method comprising: generating a host name for the web site by the promoter, the host name including a name of the contact;

notifying the contact of the host name for the web site; and

configuring a web server at the web site to process a request including the host name.

Claim 32 (original) The method of claim 31, the step of configuring further comprising treating requests as visits to a persistent web site belonging to the contact.

Claim 33 (original) The method of claim 32, wherein:

the method further comprises receiving content for the persistent web site from the contact; and

the step of configuring further comprises presenting content from the contact in   response to the request.

Claim 34 (cancelled)

Claim 35 (cancelled)

Claim 36 (cancelled)

Claim 37 (cancelled)

Claim 38 (cancelled)

Claim 39 (cancelled)

Claim 40 (cancelled)

Claim 41 (cancelled)

Claim 42 (original) A method of promoting a cause to a contact, the method comprising:

including a name of the contact in a network address associated with the cause; and

including the network address in material sent to the contact.

Claim 43 (original) A method of conducting a promotion, the method comprising:

including a name of the promotion in a network address associated with the promotion; and br

Claim 44 (cancelled)

Claim 45 (original) A computer-readable medium bearing promotion information for use by one or more processors that are participating in providing resources on a network, the promotion

information comprising:

contact information about a contact to receive
materials as part of a promotion; and

a resource location description indicating where the
resource can be accessed on the network, the resource location
information including information from the contact
information.

Claim 46 (original) A computer program product for
inducing a contact to invoke a resource prepared by a promoter
on a network, the computer program product comprising:

a computer readable medium;

instructions residing on the computer readable
medium for causing one or more processors to generate a
resource location description for the resource, the resource
location

description including a name of the contact;

provide access to the resource at a location on the
network according to the resource location description; and

prepare a message notifying the contact about the
resource location description for the resource.

Claim 47 (original) The computer program product of
claim 46, the instructions further configuring the one or more
processors to automatically retrieve the contact name from a
contact database including information about a plurality of
contacts before the one or more processors generate the
resource location description

Claim 48 (original) The computer program product of
claim 47, the instructions further configuring the one or more
processors to repeatedly generate the resource location

description, provide access, and prepare message for a plurality of contacts from the contact database.

Claim 49 (original) The computer program product of claim 48, the instructions to generate the resource location description further comprising instructions to use a subdomain name in the resource location description with a different higher level domain name, if the subdomain name is not unique within one higher level domain name.

Claim 50 (original) The computer program product of claim 46, the instructions further configuring the one or more processors to terminate access to the resource at the location when a promotion   associated with the resource ends.

Claim 51 (original) A computer program product for inducing a contact to visit a web site prepared by a promoter, the computer program product comprising:

a computer readable medium; and

instructions residing on the computer readable medium for causing one or more processors to

generate a host name for the web site, the host name including a name of the

contact,

prepare a message notifying the contact of the host name for the web site, and

configure a web server at the web site to process a request including the host name.

Claim 52 (original) The computer program product of claim 51, the instructions to configure further comprising instructions to treat requests as visits to a persistent web site belonging to the contact.

Claim 53 (original) The computer program product of claim 52, wherein:

the instructions further comprises instructions causing the one or more processors to receive content for the persistent web site from the contact; and the instructions to configure the web site further comprise instructions to present content from the contact in response to the request.

Claim 54 (cancelled)

Claim 55 (cancelled)

Claim 56 (cancelled)

Claim 57 (cancelled)

Claim 58 (cancelled)

Claim 59 (cancelled)

Claim 60 (cancelled)

Claim 61 (cancelled)

Claim 62 (original) A computer program product of promoting a cause to a contact, the computer program product comprising:

a computer readable medium; and

instructions residing on the computer readable medium for causing one or more processors to

include a name of the contact in a network address associated with the cause;

and

include the network address in a message prepared for the contact.

Claim 63 (original) A computer program product of conducting a promotion, the computer program product comprising:

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a computer readable medium; and

instructions residing on the computer readable medium for causing one or more processors to

include a name of the promotion in a network address associated with the promotion; and

prepare a message including the network address for broadcast to a plurality of targets.

Claim 64 (cancelled)

Claim 65 (cancelled)

Claim 66 (cancelled)

Claim 67 (cancelled)

Claim 68 (cancelled)

Claim 69 (cancelled)

Claim 70 (cancelled)

Claim 71 (cancelled)

Claim 72 (cancelled)

Claim 73 (cancelled)

Claim 74 (cancelled)

Claim 75 (cancelled)

Claim 76 (cancelled)

Claim 77 (cancelled)

Claim 78 (cancelled)